



placemakers.com
smartcodecomplete.com

Andrés Duany and the

SmartCode Workshop



Charleston, SC
Nov. 20-22, 2008

Public Buildings

- | | |
|-------------------------|------------------------------|
| 1. Marion Church | 25. High School |
| 2. First Baptist Church | 26. American Catholic Church |
| 3. St. John's Church | 27. St. John's Rectory |
| 4. St. John's Church | 28. St. John's Church |
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MAP OF
CHARLESTON
SOUTH CAROLINA
Revised 1911
PUBLISHED BY
WALKER, EVANS & COGSWELL
STATIONERS, PRINTERS & BINDERS
Nos. 3 Broad & 101 East Bay Streets
CHARLESTON, S.C.

The SmartCode Workshop

Three days. Multiple presentations. Immeasurable value.

Enhancing the livability and lovability of our communities begins here, with the SmartCode Workshop. Equal parts theory and mechanics, the Workshop delivers the tools you need for successful SmartCode calibration, implementation, administration and utilization at the local level. We'll explore the SmartCode and discuss its pending implementation in various cities, towns and counties across the United States, and the progress in the rest of the world. Plus, we're coding a nearby Charleston neighborhood.



A Proven Solution to the Challenges

The American standard of living is without par, and nowhere is this achievement more vividly illustrated than within the unmatched comfort of our own homes. But is it enough? More and more communities are beginning to discover that it's not. Such private splendor, it seems, has come at the expense of the world outside our windows.

of Municipal Growth

In response, they're turning to the SmartCode, the premier tool for restoring functionality, value and dignity to the spaces we share. As the first code template with roots in the logical structure of a rural-to-urban Transect, the SmartCode provides the systematic tools and techniques every municipality, planner and developer requires to maximize choice, environmental sustainability and adaptability over time.

In everyday terms, however, this means

changing the way we grow and, as a result, altering the rhythms of our daily lives. That's why SmartCode adoption can carry with it a variety of challenges, both practical and political, and why PlaceMakers has organized this interactive workshop to help you overcome them.

Through a series of presentations, exercises, and discussions, participants will gain a thorough understanding of the SmartCode's value and potential impact, and be provided a wealth of working knowledge to ensure successful implementation at the local level.

The SmartCode Workshop

Program Overview

DAY ONE: Thursday, November 20

THE TENETS OF TRANSECT-BASED PLANNING

We will begin day one of the SmartCode Workshop in the evening with a public lecture that will present New Urbanism 101 for the newcomers, and provide theoretical reminders to the rest of us. 5:30 p.m. to 7:30 p.m.

DAY TWO: Friday, November 21

SMARTCODE POINT BY POINT: CALIBRATION, IMPLEMENTATION AND ADMINISTRATION

The SmartCode is the most comprehensive transect planning tool and form-based code available today. But it is not like conventional codes that rely on use restrictions alone or on subdivision standards that typically use a one-size-fits-all approach. The SmartCode links visioning and planning with regulation, and addresses real and desired outcomes of land development. In Day Two, the code will be followed page-by-page, point-by-point, so that a clear understanding of its structure — and intended results — will emerge. SmartCodes calibrated for other U.S. cities will be studied with an eye toward implementation strategies and utilization results. We'll study transportation and horizontal infrastructure implications and how to deal with the flash points of change. In the late afternoon, we'll break into smaller groups for synoptic survey walking tours that will provide the basis for tomorrow's SmartCode calibration. The synoptic survey will organize a visual inspection of the exemplary urban areas and extract the Transect data necessary to write the code. Participants are encouraged to consider the transect components via the Urban Dissect and Quadrat. 8 a.m. to 7 p.m.

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Program Overview

DAY THREE: Saturday, November 22 SETTING THE STAGE FOR EXCELLENT DEVELOPMENT: TRANSLATING VISION AND PLAN INTO REGULATION

The SmartCode recognizes that great places are a result of meaningful visioning implemented through active regulation. At the lot and block level of “Community Planning,” connected neighborhoods with a characteristic mix of building and housing types are coded into both infill and greenfield sites to spur incremental growth, economic development, and environmental sustainability. In Day Three, we will engage in a hands-on calibration session so that all participants — from mayors and developers to public and private planners — can acquire a more complete understanding of the SmartCode mechanics. Urban designers will work with participants to pass on the knowledge within a charrette framework, and under the direction of a seasoned charrette facilitator. In the afternoon, we’ll return to lecture format, with transect planning and the regulating plan. Legal issues will be discussed in detail, along with how to meld the SmartCode into your existing ordinances. We’ll consider the “Original Green” of traditional urbanism, along with taking the next step with high performance infrastructure and renewable energy along the transect. We will look at techniques for building community support: focus groups, visual preference survey, visualization, “Appreciative Inquiry” techniques, and the synoptic survey. We will wrap up the workshop with an interactive panel Q&A, and a walk to happy hour. 9 a.m. to 7 p.m.

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Featured Presenters

Andrés Duany, Duany Plater-Zyberk & Co.

Howard Blackson, PlaceMakers

Hazel Borys, PlaceMakers

Ben Brown, PlaceMakers

Dewayne Carver, Hall Planning & Engineering

Geoff Dyer, PlaceMakers

Chad Emerson, Jones School of Law

Doug Farr, Farr Associates

Ken Groves, City of Montgomery

Susan Henderson, PlaceMakers

Jennifer Hurley, Hurley Franks & Associates

Marina Khoury, Duany Plater-Zyberk & Co.

James Howard Kunstler, Social Critic

Josh Martin, Planner

Steve Mouzon, New Urban Guild

Nathan Norris, PlaceMakers

Dan Slone, McGuire Woods LLP

Sandy Sorlien, Bungalow Studio



The SmartCode Workshop

REGISTRATION

Please visit www.SmartCodeComplete.com for online registration or, if making payment by check, mail-in the form on the closing page.

WORKSHOP LOCATION

The Stern Ballroom

71 George Street

Charleston, South Carolina 29424

ADDITIONAL INFORMATION

The full Workshop agenda can be found at SmartCodeComplete.com:

Thursday, November 20 – 5:30 p.m. to 7:30 p.m.

Friday, November 21 – 8 a.m. to 7 p.m.

Saturday, November 22 – 9 a.m. to 7 p.m.

A copy of the SmartCode will be included in your conference materials.



Accommodations

Charleston offers a wide range of accommodation options. We have negotiated special rates with The Francis Marion, but also suggest additional hotels close to the Workshop location. The Francis Marion rates are in limited quantities, so book soon.

THE FRANCIS MARION

\$159 / night

387 King Street (0.17 miles from workshop)

Charleston, SC 29403

(843) 722-0600

www.FrancisMarionCharleston.com

COMFORT INN

\$97 / night

144 Bee Street

(1.07 miles from workshop)

Charleston, SC 29401

(843) 577-2224

www.ComfortInnCharleston.com

Additional nearby hotels include:

BARKSDALE HOUSE INN

\$133 / night

27 George St. (0.1 miles from workshop)

Charleston, SC 29401

(843) 577-4800

www.BarksdaleHouse.com

RENAISSANCE CHARLESTON

\$179 / night

68 Wentworth Street

(.25 miles from workshop)

Charleston, SC 29401

(843) 534-0300

www.Marriott.com

BEST WESTERN / KING CHARLES INN

\$152 / night

237 Meeting Street (.26 miles from workshop)

Charleston, SC 29401

(843) 723-7451

www.BestWesternSouthCarolina.com/hotels/best-western-king-charles-inn

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Presented by:
PlaceMakers, LLC
516 West College Avenue
Decatur, Georgia 30030
Toll free 866.A.NU.TOWN or
866.268.8696
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www.smartcodecomplete.com
info@placemakers.com



MAIL-IN REGISTRATION

Register soon, as space is limited. Please complete all applicable sections below for payment by check. To pay by credit card, please register online at www.SmartCodeComplete.com.

Mr./Ms. (Name) _____

Job Title _____

Organization _____

Address _____

City / State / ZIP _____

Phone _____

Fax _____

E-Mail _____

Occupation _____

COST

	EARLY REGISTRATION UNTIL OCTOBER 20	REGISTRATION BEGINNING OCTOBER 21
Standard Registration	\$465	\$565
Student Registration*	\$250	\$350

*Student seats are available with proof of current enrollment.

REGISTRATION TOTAL

Applicable Registration Fee \$ _____
[Please ensure your check is made payable to PlaceMakers, LLC.]

TO REGISTER, MAIL TO:

PlaceMakers, LLC
5136 Sevilla Ave NW, Albuquerque, NM 87120
Questions? Call toll free: 866.268.8696

No refunds after October 20, 2008.

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